

Scratby Coastal Pathfinder

SCRATBY COASTAL PATHFINDER COMMUNITY CONSULTATION



**Norfolk Rural Community Council
on behalf of
The Scratby Coastal Pathfinder
Executive Summary**



Scratby Coastal Pathfinder

Summary

1. Overview

- 1.1 The Scratby Coastal Pathfinder is set against a complex policy background which is not easily accessible to the general public. In addition, the “temperature” of coastal change issues has recently been raised in this area by the review of Shoreline Management Plan [SMP] which has been highly publicised, both locally and on the East Norfolk coast in general.
- 1.2 Defra’s Coastal Change Policy emphasises the value of communities being informed, engaged and empowered to take an active part in deciding what happens locally.
- 1.3 This process is referred to as Community Adaptation Planning and Engagement (CAPE) and Norfolk RCC have carried out this Community Consultation within that context.
- 1.4 Throughout this Summary, we have used the community’s own voice to illustrate their views. These are presented in blue italics.
- 1.5 Our main conclusions and recommendations are in bold.

2. Conclusions and recommendations

Our overall conclusion is that the community at Scratby are not victims of serious erosion to date, but victims of lines drawn on a map as part of the SMP review.

- 2.1 California has experienced erosion in the past and is protected by a rock berm, but the current focus is on the Scratby frontage where no sea defence exists currently.
- 2.2 The outcome as stated in 2 was not intentional, of course, but a result of the publicity and policy changes, potential and real, which follow the SMP’s conclusions.
- 2.3 The consequences of those conclusions are very real as illustrated by this summary.

Scratby Coastal Pathfinder

The information about the SMP and its implications for the future has not been presented in a way which is accessible to the public.

2.4 A member of the public encapsulated that difficulty:

“This is primarily due to total lack of information in ordinary language issued by the EA. Unless you know where to look (and when) there is no way the ordinary person could be expected to know or understand the ramifications of climate change, coastal change, and the enormous amount of legislation (affecting coastal dwellers) such as “making space for water” flood and water management act 2010, SMPs etc. etc.”

2.5 Our research shows that information provided about coastal change has not reached all sections of the community and that more detailed information is required.

“The meetings that were held locally to discuss the coastline management plan recently were not publicised enough. A lot of people at our end of the road did not know the meetings were happening until it was too late.”

3. Community Adaptation Planning and Engagement [CAPE]

3.1 The CAPE approach is part of Defra’s Coastal Change Policy and based on social justice principles:

“Social justice principles suggest that both individuals and communities most affected by climate change or changes in coastal policy have a right to information, explanation and to be heard. At the centre of Defra’s Coastal Change Policy is an emphasis on the communities most affected being not only the most involved in adaptation planning, but most supported to achieve solutions that are acceptable to them through informing, engaging and enabling activities.”

Our research suggests this “right to information, explanation and to be heard” has not been adequately met to date.

3.2 The Pathfinder consultation represents progress in this direction. However, there is little understanding of the processes and timescales involved in coastal processes among the public at large, although there are a number of well informed individuals.

3.3 This has resulted in confusion and misapprehension. There is a spectrum of community views from there not being any erosion problem to the possible loss of the entire community.

“I think people perceive the problem to be much worse than it is at the moment and this makes people think we are all tottering on the brink - so to speak”

Scraby Coastal Pathfinder

3.4 In the context of CAPE there are three typical starting points for communities adapting to the process of coastal change:

1. No (or lack of) agreement on the problem (i.e. there is no agreement that there is a need to adapt to coastal change or that coastal change is happening)
2. No (or lack of) agreement on how to address the problem (i.e. there is no agreement on what the preferred options for adaptation should be)
3. No agreed decision-making process (this could include spatial planning, coastal management or whole community planning).

Our research suggests the current situation in Scraby and California is illustrated by Situation 2.

3.5 What follows is the description of that situation taken from the CAPE Guidance which could have been written with Scraby and California in mind.

This situation [2] is characterised by agreement on the problem definition (i.e. the coastal threat) but no agreement on specific options to address the problem or whether adaptation is the right option.

For instance, an SMP may identify an area where the defences are not likely to be maintained and where managed realignment or no active intervention will be promoted.

Communities or individuals living in that stretch of coast may disagree with the SMP policy and be unwilling to engage with adaptation as an option.

The research that informed this guidance suggested that community engagement around SMP2s was resulting in some stakeholders and members of the community being sceptical or even hostile towards a process which they felt did not allow them to suggest and explore other possible solutions, or that failed to consider the options most sensible or relevant to them.

The following bullet points will help you recognise if you are facing Situation 2:

- Local people not feeling that their concerns are being taken into account in the Shoreline Management Plan options or spatial plans and therefore becoming hostile to the process
- An expressed lack of trust in the public agencies responsible for coastal management

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- Communities that have become very active on the issue, for instance, protest group may have been formed and are developing their own (different) solutions
 - Lack of involvement of communities or particular sectors of the community leading to a feeling that certain settlements or interests are not being heard
 - Individuals and organisations who have worked on the issue for some time have a very different perspective to members of communities who are finding out about it for the first time.
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3.6 Our research shows that all of the above is applicable to the situation at Scratby and California and represents the starting point for the Pathfinder in this community.

3.6.1 This situation is best addressed by designing an open and transparent process within which trust and co-operation can be established. The short timescale of the Pathfinder process makes that challenging.

We would recommend that the Pathfinder establish an appropriate, sustainable, communication plan for the future.

3.6.2 There is a need to produce information in a form that is accessible to the community. This will increase the level of knowledge and understanding of coastal processes and the policy background.

3.6.3 This, in turn, will provide the basis of a meaningful debate about the impacts of climate change, and possible increased erosion, in Scratby and California.

4. Although there is an apparent, current, majority agreement for an extension to the rock berm this appears to be based on partial information and is about prevention, not adaption to coastal change.

“Stop wasting time, money and effort with stupid questionnaires such as this and get in and put a rock berm in to protect our homes and futures in this lovely area.”

4.1 Agreement on the berm extension is not universal and there is strong feeling on both sides. The village is also divided over the publicity about the potential for coastal change, with a “silent minority” feeling that it is the publicity, not the erosion, which is blighting Scratby and California.

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- 4.2 Whatever its cause, blight does exist, with a minority experiencing problems with insurance, planning permissions and property sale.
- 4.3 The effect on the majority of residents has been an increase in the level of worry and insecurity.

“This home represents our life savings, if we can't buy another property we could be homeless.”

5. The approach by the majority of the community to coastal change is overwhelmingly negative. It is unlikely that a proper debate about adapting to coastal change can happen under these circumstances as there is wide resistance to considering possibilities other than forms of sea defence.

- 5.1 Divisions are forming among sections of the community, based on their own perceived understanding of the coastal processes affecting Scratby and California and the level of profile they feel their views, or the views of others, are being given.
- 5.2 There is also a section of the population who feel that the whole Pathfinder process is a waste of time and money because either the money should have been spent on more sea defence, or that the Pathfinder won't make any difference anyway.

“Over the last 30 years surveys and investigations - all costing enormous amounts of money - have been carried out by various bodies - this money could have been used to provide visible signs of protection, i.e. rocks, groins, instead of reams of printed paper which is filed and never seen again”.

- 5.3 The population at Scratby and California is largely the older demographic; often people who have moved to the area; often from an urban background; often with little experience of the reality of coastal change; with little knowledge of change as it has applied to the locally over long timescales.

“It would be nice to have peace of mind if anything did happen. In this area there is not one Norfolk person, they have all come here for the peace and beautiful natural environment in a remote part of the world.”

- 5.4 Outside the context of coastal processes, Scratby and California are remarkably content communities. As a largely retirement community, people have chosen to live there and are happy with their choice. Those born in the area are also value their heritage and the local knowledge that underpins it. This has produced a strong sense of place and ownership which is being challenged by the current situation.

Scratby Coastal Pathfinder

- 5.5 A majority of the community share a sense of injustice about their perceived treatment at the hands of government and a feeling of being singled out.

“It is a travesty that no support or social justice compensation is made to property owners that will lose their home and asset due to the Government deciding that No Active Intervention is now the preferred choice. This completely passes any cost or impact to householders and completely absolves the Government of any responsibility for their decision.”

“The injustice of providing sea defences north and south of this area, but not here, leaving us totally vulnerable.”

6. The response from business community was not strong and the Community Consultation only allowed for a simple baseline study, however, there is a strong correlation between the views of business owners and the views of the community at large. This reflects the strong cohesion in this community.
7. The next phase of the Pathfinder consultation, around Land and Assets, will provide further information on this sector, but may also be hampered by the community’s reluctance to consider alternatives to further sea defence.

We would suggest here is a need for an independent consideration of the evidence for coastal erosion on the Scratby frontage.

8. There is considerable local knowledge and photographic evidence which appears not to have achieved prominence to date as the debate has centred on the SMP estimates of erosion rates.
- 8.1 If an extension to the rock berm was installed it would not be universally popular and would provoke contention. It would also be unlikely to reverse the symptoms of blight that are largely a result of the perception by commercial companies of the SMP risk areas. However, it would provide reassurance and, if considered an adaption tool, may provide time for a considered debate on adaption to occur.

Improved and sustainable increases in the level of understanding, trust and involvement in coastal process management, as set out in CAPE, would be a good outcome for this community.

We would suggest that short time scale of the Pathfinder suggests that legacy projects be put in place to counter the belief that processes such as the Pathfinder do not result in any change.

Scratby Coastal Pathfinder

Public Consultation Main Report

1 Introduction

1.1 Background

- 1.1.1** Increased risk of coastal erosion and flooding driven by climate change and the growing challenge of providing erosion and flood defence, has led to central Government, through the Department of Environment Food and Rural Affairs [Defra], to research different ways of supporting communities in adapting to a changing coastline.
- 1.1.2** The results of the 2009 consultation on the draft Coastal Change Policy suggested that more work was needed to find out what planning for and managing adaptation to coastal change could involve for local authorities and their communities.
- 1.1.3** The coastal change Pathfinder programme was set up to explore new and innovative approaches to supporting communities adapt to coastal change. When complete in March 2011 they will form a set of case studies.
- 1.1.4** The Pathfinder approach includes new ways to engage local communities, helping them to plan for how the coast could change; ways of retaining community vitality by planning for and managing change, for instance through roll-back and buy to let schemes; and capital projects that enable continued enjoyment of changing coastal environments e.g. building and maintaining boardwalks and beach infrastructure.
- 1.1.5** In December, 2009, it was announced that 15 coastal local authorities had been selected as Pathfinders, supported by funding from the £11 million coastal change fund. Together these Pathfinders are exploring a range of approaches to both building capacity and finding practical solutions.
- 1.1.6** Great Yarmouth Borough Council received £296,500 to explore planning for, and managing, adaptation to coastal change for the communities of Scratby and California. These conjoined settlements are located on soft cliffs fronted by low dunes. Erosion may pose a risk to property in the community.
- 1.1.7** The Scratby Coastal Pathfinder project involves working with the local community to support them in developing a medium and long term strategy for adaptation developing options. It is based on the Community Adaption, Planning and Engagement [CAPE] approach pioneered as part of Defra's Coastal Change Policy and was originated through a joint Defra/Environment Agency research and development programme into managing flood and coastal erosion risk. [See Appendix 9]

Scratby Coastal Pathfinder

1.2 The local context

- 1.2.1** The Scratby Coastal Pathfinder study area is bounded by California Road to the south, the B1159 to the west and the village boundary at the termination of the Esplanade and Seagull Road to the north.
- 1.2.2** It has proved difficult to extract demographic or physical information based solely on the villages of Scratby and California as they are subsumed in larger units. Demographic information within the parish of Ormesby St Margaret with Scratby. The coastal frontage is within the SMP within a geographic unit, which also includes Newport and Hemsby to the north and Caister to the south.
- 1.2.3** The Scratby Coastal Pathfinder is set against a complex policy background which is not easily understandable to the general public. In addition to this the “temperature” of coastal defence issues has recently been raised in this area by the review of Shoreline Management Plan [SMP] which has been highly publicised, both locally and on the East Norfolk coast in general.
- 1.2.4** Historically, communication with Scratby and California residents about coastal issues has been partial at best. Many appeared to have missed out on the SMP consultation, possibly because the choice of stakeholders was at too higher level, or that management of the process was led by North Norfolk DC and was perceived as too distant, or that the consultation material was not written in a language accessible to the public. Historically, although there had been erosion at California, resulting in the installation of the rock berm, there is little evidence of concern about coastal erosion at Scratby before the publication of the SMP.
- 1.2.5** There is a very active community group, the Scratby Coastal Erosion Group [SCEG], who has been campaigning for changes in the SMP as well as a northward extension of the existing rock berm at California. They are well organised and have gained a high profile in the community and with the Local Authority, Great Yarmouth Borough Council [GYBC]. They have achieved a substantial presence on the Scratby Coastal Pathfinder group.
- 1.2.6** There is another, informal, grouping of well informed community members with a much lower public profile. In general these individuals have lived in the villages for long periods of time, sometimes their entire lives, and they feel their viewpoint has not been represented in previous consultations or through the Pathfinder.

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1.2.7 Outside these groupings, the general population is largely reactive in its approach to coastal issues. The level of knowledge is reliant on what people have been told, rather than on what they really know.

2. Methodology

2.1 Part of the Pathfinder exercise was to commission Norfolk Rural Community Council to undertake an engagement and consultation exercise with the community. The aims of the exercise were to:

- Complete a basic demographic study of the community to inform future consultation
- Raise awareness of the Pathfinder process
- Gain some baseline knowledge of the community's understanding of coastal processes
- Gain some baseline understanding of the communities concerns and aspirations

2.2 The form of the consultation and the types of questions to be included was agreed with the Pathfinder group.

2.3 The consultation consisted of three phases:

- A door-to-door canvass of all residential properties in Scratby and California
- A Community Questionnaire hand delivered and collected from each household. Online and large print copies were also made available.
- A Business Survey which could be answered by post, telephone or online.

2.4 There were two meetings with groups from the community and two one-to-one meetings. Initially this number had been higher, but once the Community Questionnaire was in the public domain most respondents who had requested separate meetings changed their minds.

2.5 The initial canvass was included 526 households of which 224 spoke directly to our researchers.

2.6 There were 261 responses to the Community Questionnaire, equating to 47.5% of households in Scratby and California.

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- 2.7 40 businesses were contacted in the Business Survey and 11 responded by the close of the survey on 12 August 2010.
- 2.8 Summaries of responses are available in the Appendices section of this report. Space precludes inclusion of full data sets, but these are available.

3. The Initial canvass

- 3.1 Householders were asked if they were willing to take part in the canvass and the later Community Consultation. If they agreed they were asked a number of questions.
- 3.2 We experienced some difficulty in identifying all addresses on the ground in the initial canvass. The numbering and/or naming of houses in parts of the area are not clear, particularly at some road junctions.
- 3.3 All the survey team were struck by the friendliness and willingness of the respondents, 89% were willing to take part in the process.
- 3.4 Of the 526 households interviewed, 88% were in Scratby, this reflects the lower number of residential properties in California.



3.5 Scratby/California is predominantly a holiday and retirement village and a relatively affluent community, however, pockets of, low quality housing do exist. Researchers sometimes found quite poor living conditions. Figure 1 illustrates the non-standard construction of some older properties.

Figure 1: California Crescent

- 3.6 Of the properties surveyed, 82% were detached and the majority were single storey construction.
- 3.7 There are few flats or properties for long term rent.

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- 3.8** The settlement has seen phases of construction, from the original holiday developments dating to the early 20th century, mostly on The Promenade, The Esplanade, California Avenue and Scratby Crescent, with the contemporary cottages, mostly on Rottenstone Lane, Beach Road and Scratby Road.
- 3.9** There has been considerable later infill development along Beach Road, Beach Drive and their adjacent roads. As shown in Figure 2



Figure 2: The Promenade at Scratby circa 1989.

- 3.10** There is extensive holiday park type development within the study area which fell outside the remit of this study.
- 3.11** It proved hard, on the ground, to differentiate between holiday/second homes and homes where the owner was simply out. Repeated visits failed to resolve the number in those categories so the data reflects the researchers' judgement. However, all surveyors felt, anecdotally, that there were a greater number of second homes and holiday lets than are reflected in the official statistics.
- 3.12** Some 8% of properties were felt to be unoccupied. Some had refurbishment in progress, some had large quantities of post visible, uncared for plants, etc., and a few simply looked un-lived in.

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- 3.13** The survey failed to find any bed and breakfast accommodation in the study area.

4. Demographics

- 4.1** The majority of people surveyed lived in two person households, the majority age range being between 45 and 64. Most had lived in Scratby more than 10 years.
- 4.2** 93% of those surveyed owned their own home.
- 4.3** Scratby/California was the main residence for over 97% of respondents in the initial canvass. We made repeated visits at the weekend, but did not significantly engage with second home owners in this survey.
- 4.4** 13% of respondents worked in Scratby.

5. Coastal Issues

- 5.1** Of those surveyed, 76% said they were aware of the Pathfinder Project.
- 5.2** Over 93% of those surveyed said they were aware of the coastal issues affecting Scratby.
- 5.3** 59% said they were aware of the Shoreline Management Plan [SMP]. Almost two thirds of those who answered felt they were well informed about the SMP. However, all surveyors felt that there was a great deal of confusion between, and misunderstanding about, the organisations and issues involved and that, consequently, people's understanding was not as complete as they thought.
- 5.4** The canvass proved a useful engagement tool and provided a firm basis for the main Community Survey.
- 5.5** A summary of the results can be found in Appendix 1.

Scratby Coastal Pathfinder

6. The Community Survey

6.1 A Questionnaire, a separate contact sheet, Freepost envelope and Pathfinder leaflet was delivered to each door. Respondents were able to reply by return, by post or by email.

6.1.1 The survey team returned one week later to gather returns and also the week following for the final time.

6.2 Demography

6.2.1 Postcode areas in Scratby and California vary greatly in size, however we feel we have a representative, geographical, sample.

6.2.2 We had a response covering the range of time spent living in the village. Most respondents [64%], however, had been resident for more than 10 years.

6.2.3 The age range reflects the older demographic, with most living in two person households of above 45 years of age. However, it also suggests a population in the 19 – 44 year age range who are living in single households.

6.2.4 8% of our sample said they were full time residents of Scratby and California. Where we did receive replies from second home owners their views reflected the population at large.

6.3 Coastal Issues

6.3.1 The overwhelming majority of respondents agreed that coastal change was a major issue for the community. However:

- almost 55% felt they had insufficient information about it
- 48% also felt that other residents did not have sufficient information either

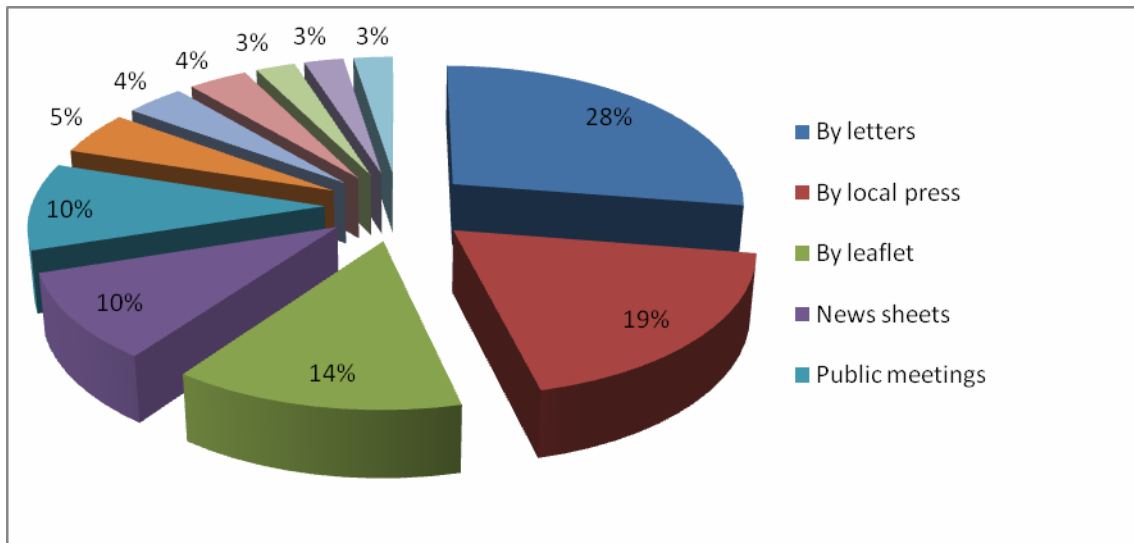
6.3.2 There was a wide range of response to the question about the type of information required, but the most common was:

- for more news on the extent and rate of coastal erosion in the area
- a need for detailed maps of the areas at risk from erosion
- more regular information
- an explanation as to why this part of the coast was not going to be defended

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6.3.3 Preferences for methods of communication are shown in Figure 3.

Figure 3



6.3.4 The overwhelming choice for the provider of information was Great Yarmouth Borough Council followed by central government.

6.4. Implications of coastal change

6.4.1 60% of those who answered the question were aware of the prediction that some properties in Scratby could be affected by erosion within ten years.

6.4.2 Some respondents made multiple answers to the question about whether they were aware that coastal change may affect their property within certain time bands. This suggests that they were unsure of the timescale in which they could be affected and chose more than one. However, although 45% had been made aware, a larger proportion had not.

6.4.3 Again, when asked whether they were concerned by the risk level affecting their homes, some respondents made multiple answers. Taken on the total number of answers received, all those in the stated risk bands said they were concerned, however, a significant number outside the risk bands, or who didn't know whether they were at risk or not, were also concerned.

6.4.4 Surprisingly this did not translate into changes to respondents' future plans [71% said they would not change their plans]. This is the case even with some respondents in the high risk zones.

Scratby Coastal Pathfinder

Of those who intended changes, the majority revolved around the repercussions of:

- property devaluation
- whether to invest in their homes
- whether they should move out of the village.

- 6.5** Two thirds of those who answered were aware that there was no compensation available for property loss through erosion.
- 6.6** The majority [73%] of those who responded said their preferred mechanism, in the absence of compensation, would be Government or Housing Authority/Association to purchase of affected property with lease/rent back to the original property owner.
- 6.7** There was a wide range of suggestions for the Pathfinder to explore, but the favourite, by a wide margin, was for compensation to property owners affected by erosion, followed by a northward extension of the existing rock berm.
- 6.8** Knowledge of the Borough Councils housing duties towards those affected by coastal erosion was mixed, with a small majority being unaware.
- 6.9** The majority were not aware that details of erosion risk would appear in property searches, although we had one respondent who had such a search done in 2010 and erosion risk was not included.
- 6.10** A high number of respondents [86%] were concerned about the impact of coastal change on property prices.
- 6.11** Most people had not experienced difficulties relating to coastal change, however, a small number have already experienced blight.
- Six people have had difficulty acquiring a mortgage
 - Eighteen in acquiring home insurance
 - Eighteen experienced difficulty selling their property
- 6.12** Two thirds of the people experiencing these problems have been unable to resolve them. Of those that have, most changed their plans. In most cases this resulted in a financial loss.
- 6.13** The community is equally split on whether there should be restrictions controlling the use of land, solely based on the issue of coastal change?
- 6.14** There were not many suggestions for areas where it may be appropriate to consider using land in Scratby and California differently. The most popular was for no further development in areas affected by erosion risk. We feel that people did not engage with this question and a different form of wording may elicit a wider response.

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6.15 There was a positive response to all suggested types of development linked to coastal change, but the most favoured were new housing and replacement homes. However, two respondents felt that they could not give an opinion until the current coastal issues were resolved.

6.16 A large majority [87%] felt that normal planning policy should apply to property owners in risk zones.

7. The cliffs, dunes and beach

7.1 There were a large range of responses to the question about the level of coastal change which people had seen for themselves. Our research suggests that:

- People's perception of change is subjective
- Can be influenced by their own perception of personal risk or perceived risk to those they know
- Can be influenced by their level of understanding of the cliff/dune/beach complex
- Can be influenced by their understanding of coastal processes
- Can be influenced by the length of time they have been resident in the area

For example, there is some evidence to suggest that some respondents are not aware that there are extensive sand dunes fronting the cliffs at Scratby. This is not surprising as they are extensively covered by vegetation and not discernible from the actual cliff line. Consequently, erosion of sand is sometimes perceived as erosion of the cliff. Nevertheless, the result of the survey reflects the actual situation in recent years:

- minor erosion of the cliffs at Scratby
- moderate dune erosion
- serious loss of sand from the beach.

That is not, of course, the situation at California where major erosion occurred before the installation of the rock berm which is widely agreed as being successful. As illustrated by Figures 4 and 5.

Figure 4: Storm surge at California



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Figure 5: The rock berm at California

7.2 Respondents felt there were a number of natural causes of erosion [Fig. 6], but the most cited was high tides and surges.

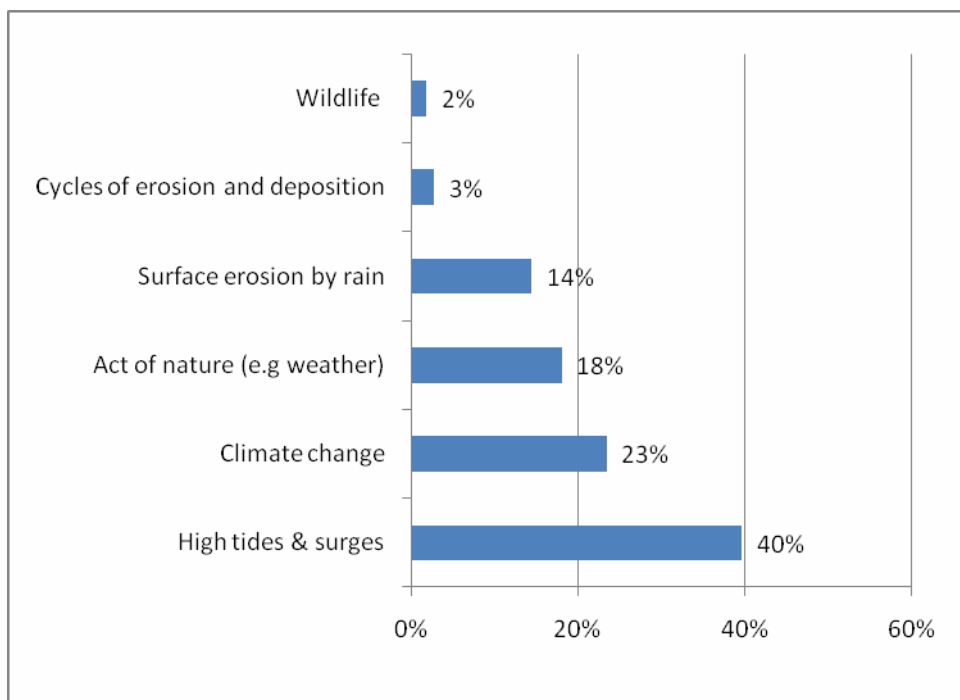


Figure 6: Natural causes of erosion

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7.3 The large majority thought dredging for aggregates was the primary cause of manmade effects on erosion rates.

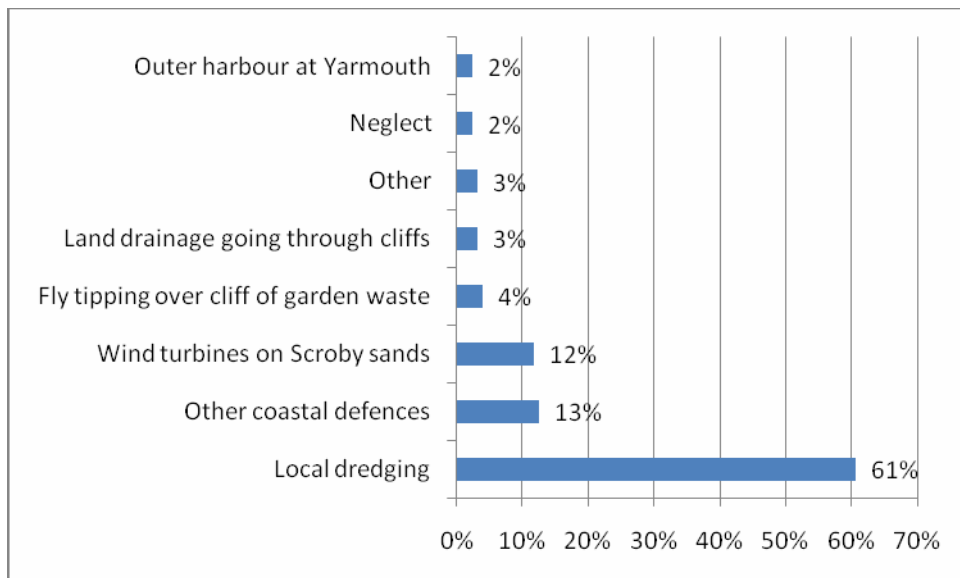


Figure 7: Manmade causes of erosion

7.4 An overwhelming majority thought that the cliffs and beach were an asset to Scratby/California for leisure and wildlife and the local economy and a large number [77% of respondents] used them regularly. It was also suggested that they added to the peace and tranquillity, formed part of the villager identity and provided a natural sea defence.

A few respondents, despite living near the beach and sea, have no interest in it.

7.5 A minority of respondents are unable to get to the cliffs, and some that can get there experience access problems, mostly because the access ramps are too steep for anyone with mobility problems. Consequently, decreases in the steepness of the access ramps is the most suggested idea for improvements to the beach. As seen in Figure 8, below.

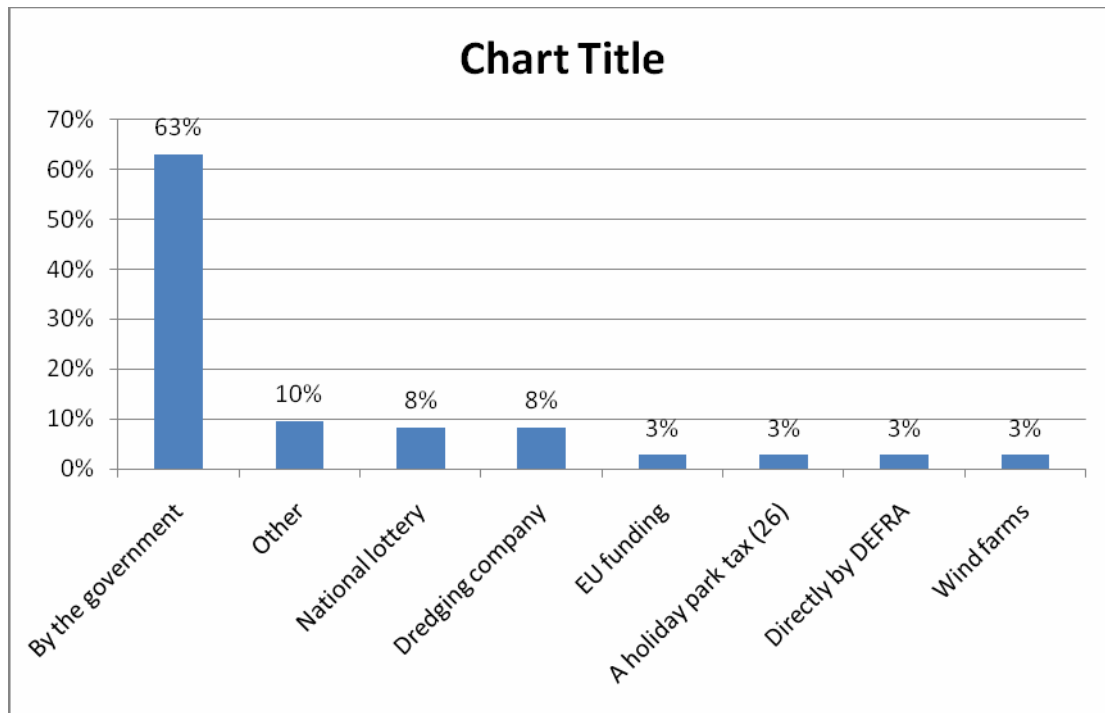


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8. Potential works

8.1 When asked how works, or financial support, made necessary by of coastal change should be funded the largest response was that government should pay as shown in Figure 9 below.

Figure 9



8.2 96% of those who answered supported an extension of the berm, while 71% would support beach recharge. Other suggestions covered other forms of sea defence seen by respondents.

8.3 Opinion on an extension to the rock berm fall into three categories:

- Those who would like to see an extension
- Those who have doubts about the necessity but support it on a precautionary basis
- Those who feel an extension is unnecessary

Those who feel it is unnecessary feel that the cliffs at Scratby have not suffered serious erosion in the last 100 years, though the dunes have eroded and beach levels have fluctuated over time, and can support that view by photographic evidence. Figure 10, below, shows the current state of the cliffs and dunes with established vegetation and little sign of erosion. Comment on the accuracy of the history and predictions of coastal change in the area are beyond the scope of this study, however, it appears this view has been under represented in previous consultations and is, thus, presented here.

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Figure 10: The frontage at Scratby August 2010, also illustrating, in the bottom right foreground the contentious issue of dumping garden rubbish over the cliffs

- 8.4** 89% of those who answered the question thought that the Government should reconsider its current sea defence policy.
- 8.5** If sea defence could be privately funded 70 individuals said they would like to become involved.

9. Implications for the future

- 9.1** The approach to by the community to coastal change is overwhelmingly negative.

There were two questions on this subject, both answered by a similar number of people. Only 12% of respondents thought coastal change brought opportunities to Scratby/California. Almost 65% thought it brought problems.

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9.2 Those that cited opportunities suggested:

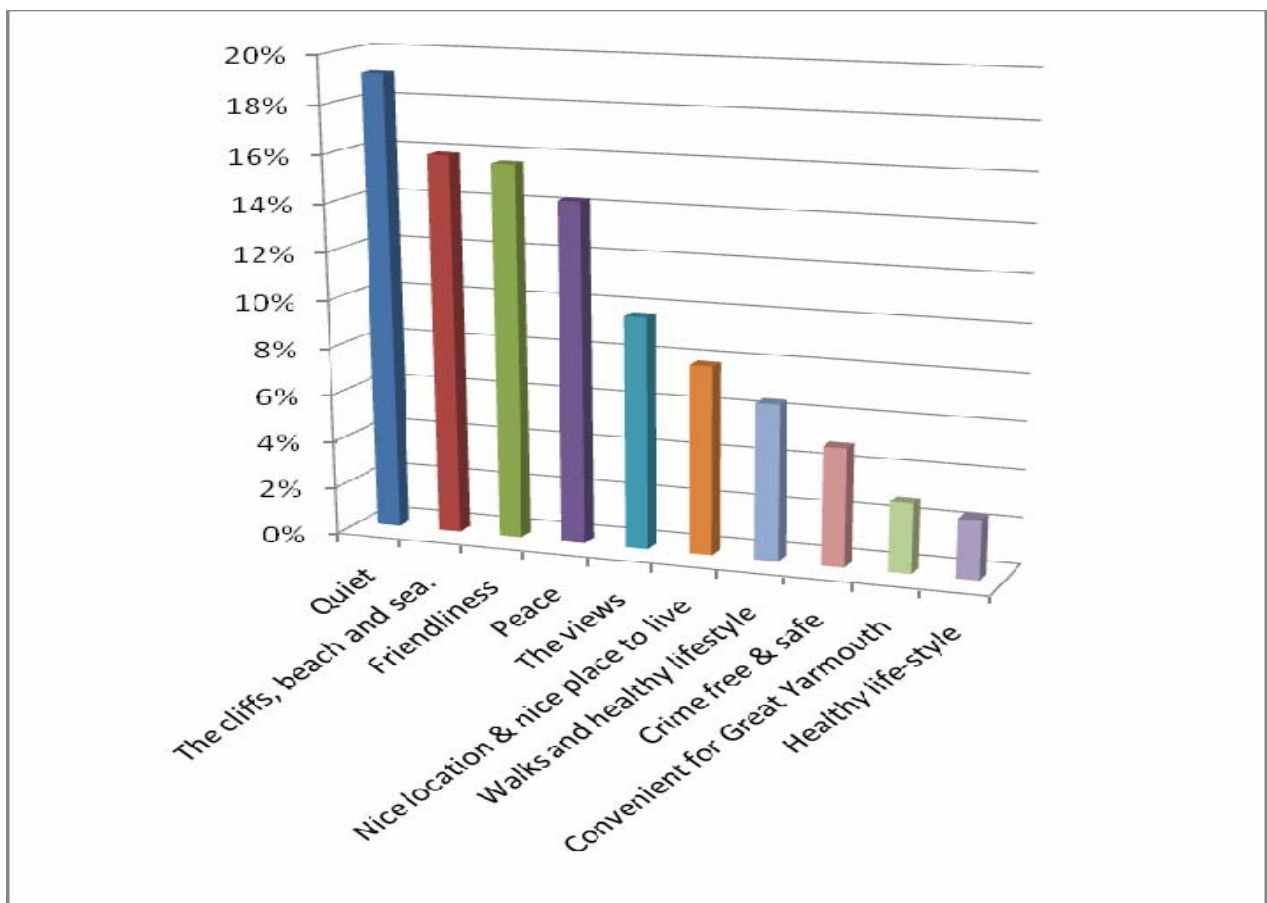
- Work for people
- Rethink of current planning policy
- Forward planning
- Increase in community cohesion [Dunkirk Spirit]
- Raise local awareness of erosion issues

9.3 The list for possible problems was much longer and was topped by concern that damage could occur to the local economy, property could be lost or suffer a decline in value.

9.4 Despite the overall concern, only 27 people were willing to join Pathfinder working groups.

10. The community

10.1 Scratby and California are very well liked by the residents. The most popular are shown in Figure 11:



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10.2 Many respondents said there was nothing about the villages they disliked, however, the most cited things were:

- Too few buses, especially in winter
- Litter and dog fouling
- Traffic, speeding and poor parking
- No village hall or community centre
- Lack of street lights
- No medical centre in the village

10.3 Other issues respondents felt important were access to the surrounding countryside and retaining the village atmosphere.

10.4 As the questionnaire included some information some might have been unaware of, we asked whether completing it had changed their minds about their answer to the first question. 95% said it had not, reinforcing the belief that coastal change is an important topic for the villages.

10.5 When asked what they had learned the most cited answers were:

That rates of erosion could be faster than previously thought
That there was no compensation for property lost to erosion
That Local Authorities were not, necessarily, obligated to rehouse those affected
That the government did not have a duty to provide sea defence
That erosion risk could appear on house searches

10.6 There were 84 responses to the final question. We do not reproduce them here but they are set out in Appendix 5.

11. The Business Survey

11.1 This was a very small sample and cannot be considered more than a guide to the opinions of businesses in the study area.

11.2 Many of the recorded businesses in Scratby and California are franchises or parts of larger units. We received no responses from franchised businesses.

11.3 Almost 73% of those who replied were aware of the Pathfinder.

11.4 80% had their Head Office in Scratby and another 10% in Great Yarmouth.

11.5 One third had aspects of their business located outside Scratby and California.

11.6 The majority of businesses had been operating in Scratby/California for more than 20 years. This suggests a very stable business base.

Scratby Coastal Pathfinder

- 11.7 Almost two thirds of those who answered said that a coastal location was crucial to their business.
- 11.8 Over 72% said their business was dependent on the holiday trade. A similar percentage said their business was seasonal in nature.
- 11.9 Just over 54% said they had enough information on coastal change to make decisions about the future of their business. However, almost half do not.
- 11.10 The type of information requested echoes that of the main community, largely information about rates of erosion, and the preferred provider is Great Yarmouth Borough Council.
- 11.11 There was one respondent who had encountered problems caused by coastal change and they had been unable to resolve it.
- 11.12 There was an equal split between those who felt local planning policy should respond to coastal change, but 64% did not know. However a clear majority thought a “special case” approach should apply to those affected by it.
- 11.13 70% agreed that normal planning policy should apply to properties affected by coastal change.
- 11.14 Almost 70% of those who answered thought that coastal works should be funded through a levy on the Council Tax payer, but a higher proportion than in the main Community Survey thought private individuals and groups should be able to pay. However, only a third would wish to be involved.
- 11.15 60% intended to invest and develop their business in Scratby and California in the future.
- 11.16 Only 10% of those questioned wished to be part of the Pathfinder working groups.

A summary of this survey can be found in Appendix 3.

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